



NEWS RELEASE

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LINCOLN-LANCASTER COUNTY SAFE KIDS COALITION HONORED AT NATIONAL CONFERENCE AS OUTSTANDING SAFE KIDS WEEK PROGRAM

The Lincoln-Lancaster County SAFE KIDS Coalition was honored recently with the Outstanding SAFE KIDS Week Program Award at the National SAFE KIDS Conference in Washington, D.C. The local Coalition, chaired by Susan Epps of Madonna Rehabilitation Hospital and Brian Baker of the Lincoln-Lancaster County Health Department, is one of 600 SAFE KIDS Coalitions in the country. These coalitions and the national nonprofit SAFE KIDS campaign are committed solely to the prevention of unintentional injury, the number one killer of children ages fourteen and under. According to Martin R. Eichelberger, M.D., president and CEO of the National SAFE KIDS Campaign and director of Emergency Trauma and Burn Services at Children's National Medical Center, since this campaign began in 1987, unintentional injury and death rates have been cut by 40 percent because of the dedication of our coalitions and volunteers.

Ultimate SAFE KIDS Day is the event that earned the Lincoln-Lancaster County SAFE KIDS Coalition this prestigious national award. Bruce Dart, Director of the Lincoln-Lancaster County Health Department and the lead agency for the Coalition, states "We're extremely proud of the accomplishments and commitment shown by the Lincoln-Lancaster County SAFE KIDS Coalition, and we're proud to be their partner in safety."

Ultimate SAFE KIDS Day was held in conjunction with National SAFE KIDS Week at SouthPointe Pavilions on May 7, 2004 and reached thousands of Lincoln and Lancaster County residents. The primary focus for National SAFE KIDS Week was on prevention of water-related injury, but coalitions also were required to incorporate other aspects of injury prevention into their events. In Lincoln, these activities included drowning prevention by the Lincoln Parks and Recreation Department, boating safety by the Nebraska State Game and Parks Commission/Auxiliary Coast Guard, water injury prevention by Madonna Rehabilitation Hospital, electrical safety by Lincoln Electric System, fire and burn prevention by St. Elizabeth Regional Medical Center and the Bennet Volunteer Fire Department, bicycle safety by the

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Lincoln Police Department Bike Unit, motor vehicle passenger safety by the Head Start/ Excite Program, play ground safety by the Children s Environmental Health Program, and pedestrian safety by BryanLGH. A continuous live-remote broadcast of the activities was provided by radio station B107.3.

The Lincoln-Lancaster County SAFE KIDS Coalition has many agency and individual volunteers dedicated to preventing injury. Task forces of the Coalition include child passenger safety, pedestrian safety, bicycle safety, water safety, sports injury prevention, fire and burn prevention, and Ultimate Safe Kids Day. For more information about the Coalition or for specific information about injury prevention, contact Brian Baker, Lincoln-Lancaster County Health Department, at 441-8046.